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PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-115 (GP-089-03-US)**

Applicants: **Andrew FIKES, et al.**

Serial No.: **10/676,195**

Confirmation No.: **7103**

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Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED  
ADVERTISEMENTS**

Examiner: **Tri V. Nguyen**

Group Art Unit: **1796**

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S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Reference AE was cited in a First Examination Report from the Indian Patent Office in counterpart Indian Patent Application No. 1448/CHENP/2006. A copy of that Examination Report is provided as reference AP. Note that U.S. Patent No. 6,778,975 and U.S. Patent Application Publication No. 2003/0050863, also cited in reference AP, are already of record (cited by Examiner, Paper No. 03282006).

English language abstracts and partial English-language translations of non-English language references AJ and AK are provided. Non-English language references AJ-AM and AO were cited in a Notice of Reasons for Rejection from the Japanese Patent Office in counterpart Japanese Patent Application No. 2006-534043. A copy of that Japanese Notice of Reasons for Rejection, as well as an English language translation thereof, is provided as reference AQ. Please also note that non-English language references AL, AM and AO, also cited in reference AQ, are related to U.S. Patent Application Publication No. 2003/0195801 (provided as reference AG), International Publication No. WO 00/73960 (provided as reference AI) and U.S. Patent Application Publication No. 2003/0055816 (provided as reference AF), respectively.

Reference AS was cited in an Office Action from the Australian Patent Office in counterpart Australian Patent Application No. 2004279095. A copy of that Australian Office Action is provided as reference AR. Note that U.S. Patent Application Publication No. 2003/0050863, also cited in reference AR is already of record (cited by Examiner, Paper No. 03282006).

Reference AT is an EPO Supplementary European Search Report.


Non-English language reference AN corresponds to U.S. Patent No. 7,225,182 (provided as reference AH). Non-English language reference AN was cited in a Petitioner's Brief Against Korean Patent No. 857049. A copy of that Petitioner's Brief, as well as a summarized English-language translation thereof, is provided as reference AU. Please note, U.S. Patent Application Publication No. 2003/0050863, cited in reference AU, is already of record (cited by Examiner, Paper No. 03282006). Reference AV is a Reply Brief for Invalidation Trial Against Korean Patent No. 857049. An English-language translation is provided. Reference AW is a Request for Correction of the Subject Patent as Filed, filed in the Invalidation Trial Against Korean Patent No. 857049.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no additional fee is due.** If, however, any additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

September 18, 2009



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